At Principal LED, we celebrate the art, ingenuity, and creativity of the sign industry. This Lookbook reflects the innovative ways people are incorporating our products into signs across the country.

One of the ways we promote the amazing work of our clientele is to hold a biannual sign design photo contest. The entrants range from distributors to sign shops. After narrowing down to a few finalists, votes were taken online to select the top three winners, who won a cash prize and trophy for their originality and execution.

Many of the signs featured in the Lookbook were submitted for the Making Brands Shine Photo Contest. The other signs included are some of our favorites from previous contests.

This Lookbook covers a wide range of applications and design elements. We hope you enjoy seeing how our products are used every day in the field.

Thank you for all that you do!

Sincerely,
The P-LED Team

Submit your testimonials today:
P-LED.com/testimonials

Trademarks shown in testimonial images in this publication belong to the rightful owner of same and Principal LED claims no ownership of such marks.
Outdoor Dimensions is relentless in designing and manufacturing projects in ways that exceed expectation and are brand representative of our clients, design relevant to the facility and environment, and cost-effective at the bottom line. We had to work with The Irvine Company to be able to increase the letter size making this giant sign over 6-foot tall on the trellis at the roof line. The bright and powerful Principal LED Street Fighters™ help to illuminate this giant sign and attract customers.”

- Julie Knusten, Outdoor Dimensions

**PRINCIPAL LED PRODUCT**

**STREET FIGHTER HEAVYWEIGHT™**

(M-SFW3-XX)

XX = COLOR TEMPERATURE
The owners of a new business called Booby Trap Escape Rooms approached us about their exterior signage needs. Their biggest need was making their storefront pop as they are located in a booming tourist city and they needed to gather as much attention to their business as possible. They came to us with the idea of building a giant version of their logo which is a lock with a maze set within the lock. They had approached a couple of other fabrication companies, but the competitors didn’t have a way to light this sign properly. Our idea was to custom fabricate this 28’ tall x 22’ wide sign out of aluminum and halo light the maze element of the sign with color changing RGB LEDs. They loved the idea so we expanded from there. They also had eight 6’ tall keys around the building that we lit with RGB LEDs as well. The lock maze and keys are on different controllers so they can change the colors on each as they like. We finished it off with face lit letters using red and white LEDs.”

- Matt Garves, La Crosse Sign Group

**PRINCIPAL LED PRODUCT**

**KEY LOCK & MAZE**

STREET FIGHTER RGB™
(M-SFCX3-3C)

“BOOBY TRAP” LETTERS
STREET FIGHTER™ PLUS
(M-SFPX3-XX)

XX = COLOR TEMPERATURE

“ESCAPE ROOMS” LETTERS
STREET FIGHTER RED™
(M-SFCX3-RD)
Scrubbles is Jacksonville, Florida’s newest premier car wash. It features a retro-style appearance, complete with service workers in white shirts and bowties, and a striped service station canopy. We chose to design the sign to complement and enhance the nostalgic features of this car wash.

We used P-LED Street Fighters in true white throughout the whole sign because they illuminate the sign to make a bright, crisp logo. The simple component of white LEDs makes the Scrubbles sign shine with brilliant light, and the sign’s large dimensions (10.5’ x 12.66’) make it eye catching against the night sky. Principal’s LEDs were a solid choice for this project because of their reliability and consistent nature.” - Chuck Knight, Heritage Signs

**PRINCIPAL LED PRODUCT**

**STREET FIGHTER STANDARD™ IN TRUE WHITE**

(M-SFSX3-70)

“PRINCIPAL’S LEDS WERE A SOLID CHOICE FOR THIS PROJECT BECAUSE OF THEIR RELIABILITY AND CONSISTENT NATURE.”

- CHUCK KNIGHT
THE PERFECT DUO

BILL ROGERS • ELLIS & ELLIS SIGN SYSTEMS

“We had a very thin letter that needed to be dimmed—the Qwik Mods and the dimmer-combo was the way to go.”
- Bill Rogers, Ellis & Ellis Sign Systems

PRINCIPAL LED PRODUCT
QWIK MOD 1™ TRUE WHITE
(M-QMSX0-71)

RGB CONTROL SYSTEM
RGB TOUCH CONTROLLER (P-C318)
RGB AMPLIFIER (P-A318)
While other LED companies may claim to have the best solution, we trust Principal LED, because they specifically research and develop their products for the sign industry. The Jellystone Park sign is a great example of the versatility and quality provided by the P-LED family of LEDs.” -Mikal Harn, Comet Signs

PRINCIPAL LED PRODUCT

6' FABRICATED LETTERS
QWIK MOD 2™ TRUE WHITE
(M-QMDX0-71)

MAIN CABINET WITH FLEX FACE
TAP OUT™ STIKS SINGLE-SIDED
(B-TO-SXX-YYYZZ)
XX = NUMBER OF MODS
YYY = LENGTH
ZZ = COLOR TEMPERATURE
Here is a new install using Fusion Freedom LEDs for face lit and reverse lit with Street Fighter Blue for the halo behind cloud. This is a great product and the customer loves it. They fired the other company that was doing their signs — Principal has never let us down.”

- Mike Drake, Global Signs Inc.

**PRINCIPAL LED PRODUCT**

FUSION FREEDOM™ CLEAR BRIGHT YELLOW LENS  
(A-FFCL-LXBY)

STREET FIGHTER BLUE™  
(M-SFCX3-BL)
We use Principal LED in all of our products, because they reliable, energy efficient, and bright. We chose these products because they would fit into the spaces and provide for proper and even illumination without hot spots. For example, we used the Street Fighter Mini Colors — instead of other LED products such as box lighting LEDs — because of their small size and their pitch allowed for them to both fit inside the reveal and not show red spots. Of course, these LEDs were also chosen because they come in red, which made for a very vibrant effect with the red painted reveal."

- Carl Rueff, Rueff Sign Company

**PRINCIPAL LED PRODUCT**

**DOWNWARD ILLUMINATION**

**STREET FIGHTER MINIS™**

(M-SFMX2-XX)

**INSIDE THE CIRCULAR CLOUD SIGN WITH HALO ILLUMINATION**

**STREET FIGHTER MIDDLEWEIGHT™**

(M-SFMW2-XX)

**INTERIOR OF CABINET**

**TAP OUT™ STIKS DOUBLE-SIDED**

(B-TO-DXX-YYYYZZ)

XX = NUMBER OF MODS

YYYY = LENGTH

ZZ = COLOR TEMPERATURE
WE USE PRINCIPAL LED IN ALL OF OUR PRODUCTS BECAUSE THEY ARE RELIABLE, ENERGY EFFICIENT, AND BRIGHT.”

- CARL RUEFF